

### **Slide 1 – Timeline Intro**

- Today we'll talk timelines!
- This is the moment in the semester when I start to run out of theoretical positions to present and can only point to work, it is

### **Slide 2 – Oakland Crimespotting**

- Mike Migurski/Stamen Design, note the data granularity.

“Instead of simply knowing where a crime took place, we would like to investigate questions like: Is there more crime this week than last week? More this month than last? Do robberies tend to happen close to murders? We're interested in everything from complex questions of patterns and trends, to the most local of concerns on a block-by-block basis.

If the local papers didn't report a rash of car break-ins in your neighborhood, how would you know? The web opens up opportunities to find information without having to rely on which stories make it to the front page of the newspaper, or the lead story on the evening news. We need to be able to explore public information, to draw connections, and to see new possibilities for questioning. Crimespotting enables us to do more than search for the things we already know.”

- Why is date/time important in this context?

### **Slide 3 – New Chart of History**

- Granular notions of time are of course not tied to digital technologies and the idea of mapping time is deeply embedded in cultural artifacts! Look at art history across culture/geography
- Joseph Priestly – 18<sup>th</sup> century theologian, interested in analytic approaches to history.

### **Slide 4 – Wolfram Alpha Timeline**

- As a moment of self reference, we have of course been framing the history of information design in terms of timelines – and Steven Wolfram's illuminating research on 'the march towards a data civilization' is an enormously rich chronology of cultural (and technological innovation) – it might be worth revisiting after tonight.

### **Slide 5 – Gapminder/Google Motion Chart**

- ...and of course when we think back to Hans Rosling's work, we see an example of how 'the timeline' can be deployed as a polemical device
- ...one that makes geography (in the conventional sense evaporate). In this particular instance statistics are parsed, relationships laid bare

## Slide 6 – Andex Charts

- An autobiographical note – this is how I received my introduction to data visualization and statistical graphics. Andex charts in the 1990s!
- I mentioned these a few weeks ago – they collapse an enormous range of historical and financial information into a hyper lucid timeline that allows a snapshot of decades of financial activity and the ‘march of the market’
- Discussion of Morningstar – related financial services

## Slide 7 – The legacy of market graphics

- ...and it goes without say that there is an extended tradition of statistical graphics being deployed in the visualization of the market. I showed Money Map last week – and we’re all used to seeing graphics like this.
- The ‘realtime’ financial chart is a staple of broadcast design, newspaper graphics, the app store, even the lo-fi LED sign. The presence of the market is ubiquitous.

## Slide 8 – History of the Los Angeles Times

- This is quite probably the only instance of my own work that I’ll show in this course – connected to my thesis research from 2007.
- This timeline charts the history of the Los Angeles times, in relation to American and global political milestones, the growth of Los Angeles, California politics, the various news outlets in and their longevity, life cycle, the circulation of the paper and the frequency of Pulitzer Prize victories
- Discuss context of this exercise

## Slide 9 – How Americans Spend Their Days

- Project by Nathan Nau, the author of “Visualize This” – [demo/discuss](#)
- Executed with D3 (created by author of Protoviz, Mike Bostock) – <http://mbostock.github.com/d3>
- D3 demo reel: <http://vimeo.com/29862153>

## Slide 10,11 – NYT Graphics Dept. Winter Games Visualizations

- We will undoubtedly examine more work by the NYT graphics dept, so consider these projects a taste test.
- Luge piece: tone, gravity, how informative is it? How much should be shown?
- Musical: Novelty, innovation, distinction. [How does it differ from traditional representations of sports ‘highlights’?](#) Shift away from the visual! Very novel.

## Slide 12 – Atlast of the Habitual

- Mostly geographic – but *about* time.

“Different aspects of the everyday life of Tim Clark were mapped unto 60 different categories to capture all his memories, actions and interactions at Bennington, Vermont, USA, between August 2010 and March 2011. The resulting categories include a wide range of fascinating aspects, such as "My location at 5:27pm on any given day" , "whenever I was wearing my blue hoodie", "the GPS unit malfunctioning", or "reliving and coming to terms with a recent breakup".

Evidently, one should not underestimate the great effort that went in to the data acquisition: each time Tim stepped outside, he had to activate the GPS feature on his mobile phone. He would then proceed to his desired end location, keeping in mind his experience from point A to B. He would then save the track and tag it with keywords. For example, a track named "Ben220KateAFRain" would stand for being in Bennington on February 20, with or going to see Kate, listening to the Arcade Fire album "The Suburbs," and while it was raining."

- Demo months – breakup – 5:27, etc.

### **Slide 13 – Feltron Lineage**

- Page by page examination of 2005-2010 Annual reports – discuss, contextualize, parse.
- Show Facebook Timeline video afterwords